

# FINDING A LOCATION FOR STUDENT ACCOMMODATION

# STUDENT ACCOMODATION



- Universities do not have sufficient residences for all students
- Students prefer to have more choice in where they stay
- University Residences are sometimes more costly than outside accommodation
- Students who receive funding from government get it directly into their accounts, and can choose to spend it as they want

# Location Location Location



Student housing is a competitive industry  
Finding both a suitable house and location is key  
Landlords need to choose the best location for students

This presentation seeks to provide an example of how one can use location data to quickly assess the feasibility of locations for student housing





# Data

For our reference university we use the University of Cape Town (UCT) , which is In South Africa.



# Data



Input data

As input, I used 5 locations around the University as provided by a Landlord who wanted to find the best location

# Data



- Students and Landlords were asked about factors influencing the attractiveness of locations, and 4 were chosen
  - Food and drink venues (e.g supermarkets)
  - Restaurants
  - Nightlife
  - Other recreational activities
  - Distance to university
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- Data acquired via the Four Square Api was used to calculate a 'score' based on weighted factors.

# Weighted factors

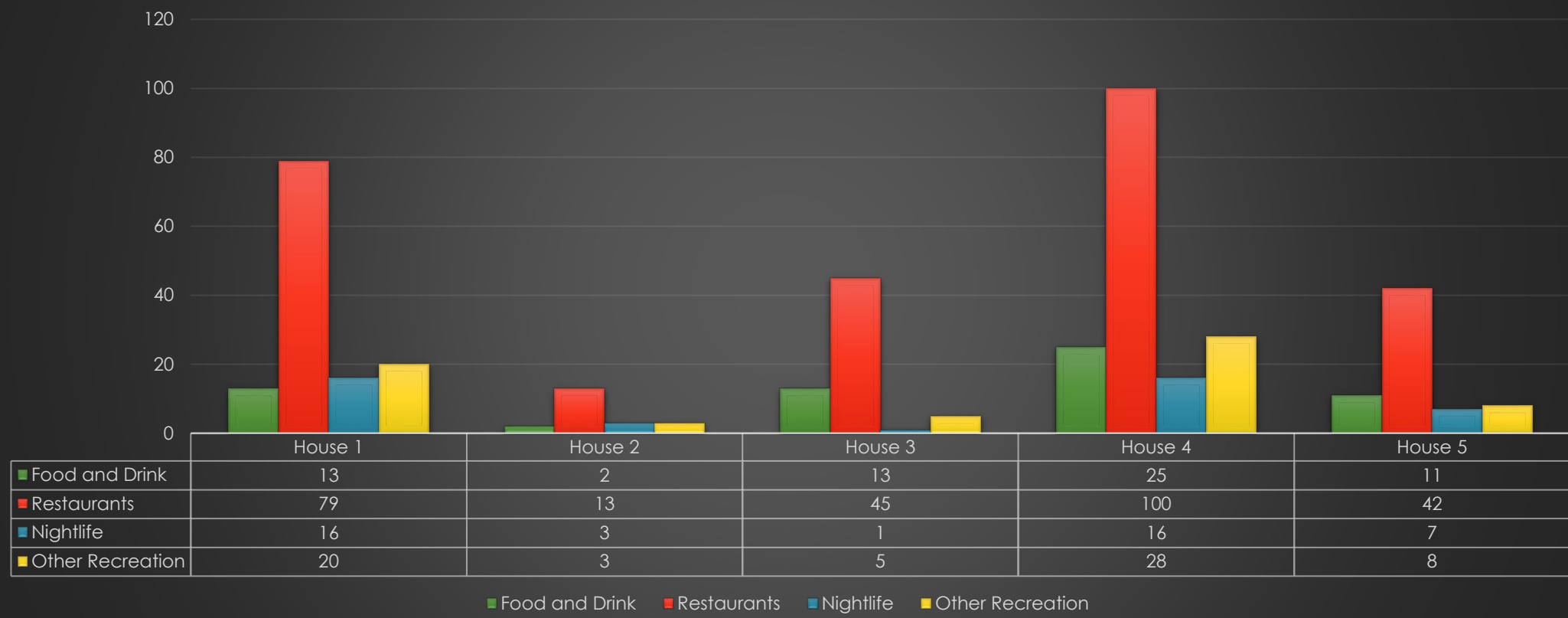
Factor	Score
Food and Drink	5
Restaurants and Food	2
Nightlife	1
Other recreational activities	1

We would then apply this scoring to the number of venues returned in a 2KM radius of a proposed location

We also added a score for the distance from the location to the university, with closer distance having a higher score

# Results

Comparison of Venues (number)

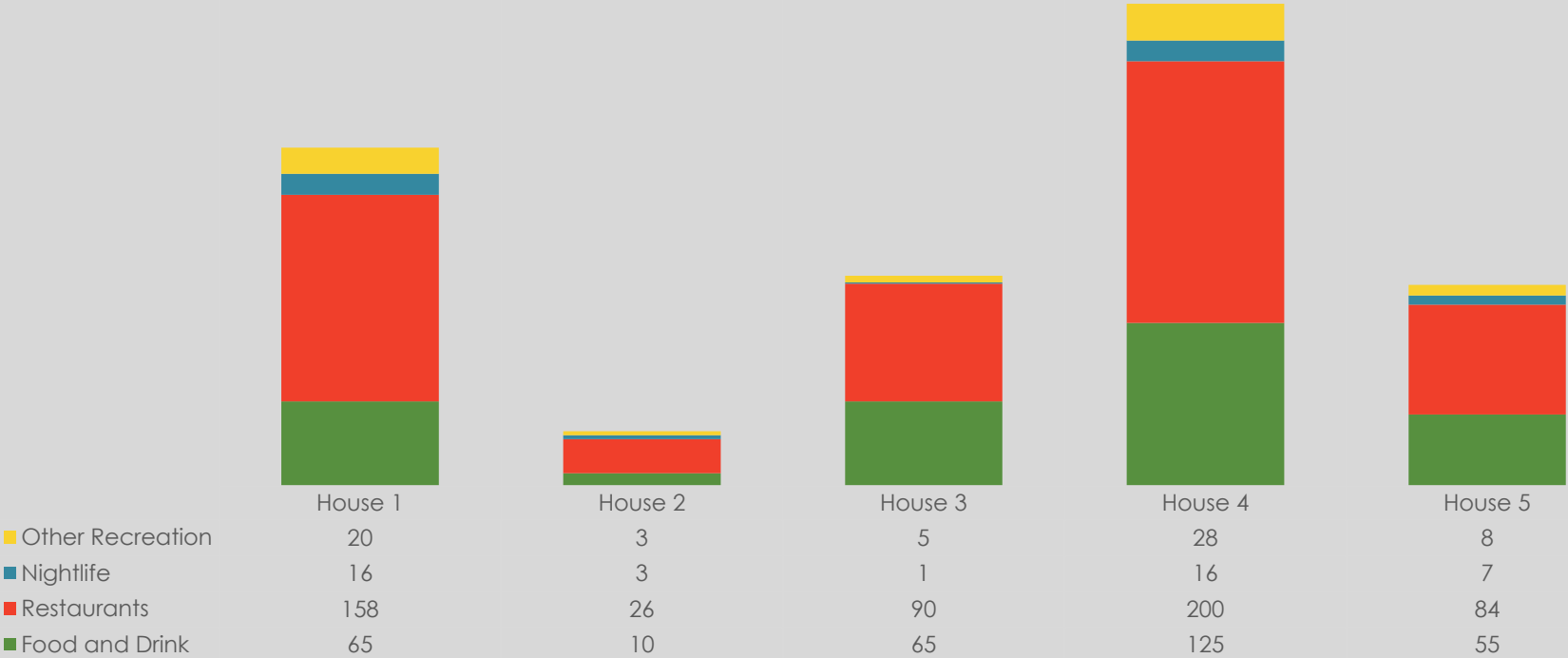




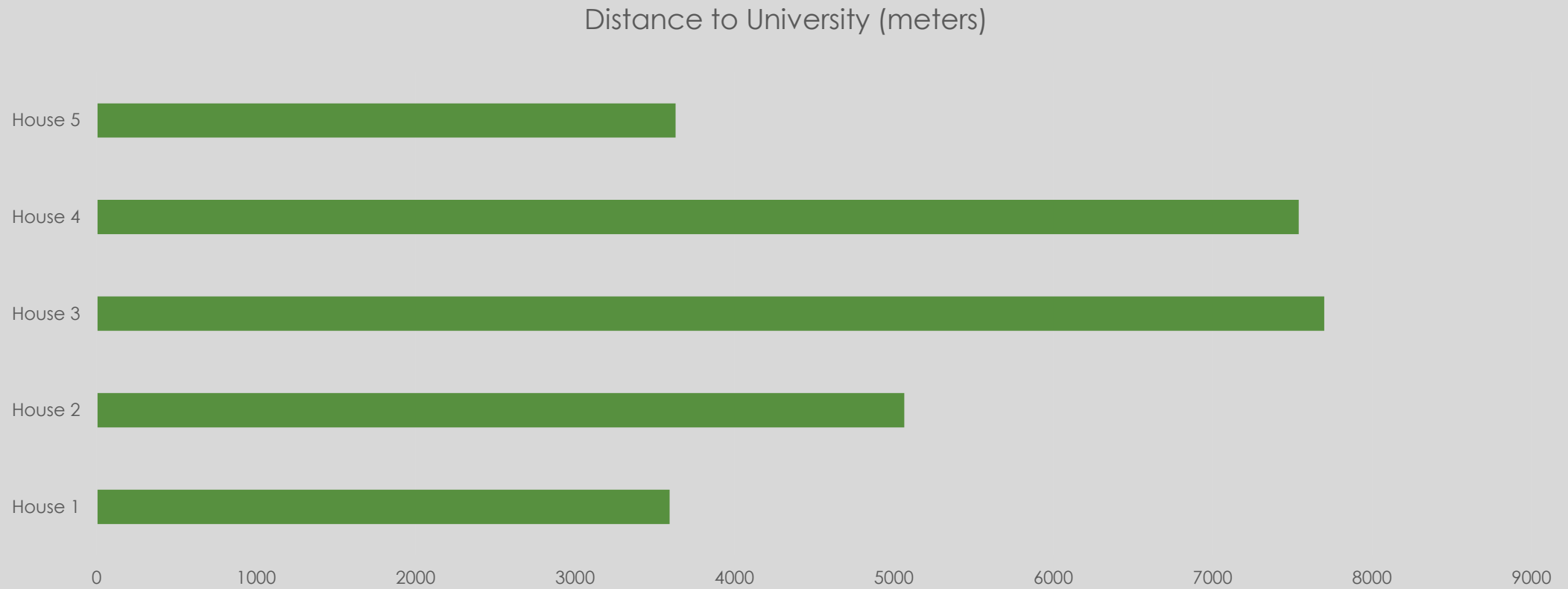
# Results

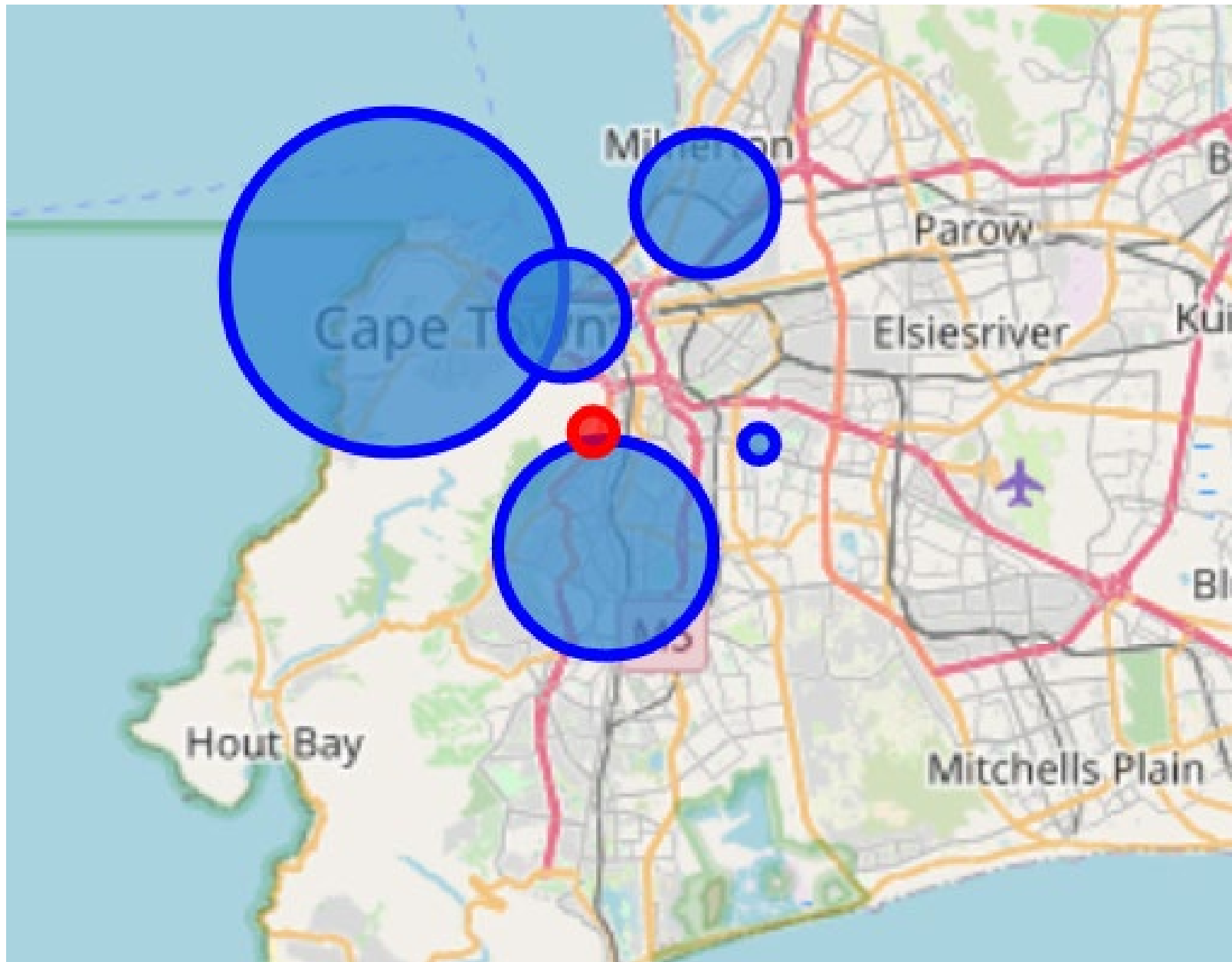
## COMPARISON OF VENUES (WEIGHTED)

Food and Drink Restaurants Nightlife Other Recreation



# Results





Plotting it on a map:

Bigger circle = better score

Red is location of the University

# Conclusion

- From the results, we can tell that House 4 is the most attractive to students, with the highest score.
- Although we only plotted 5 locations, we can easily increase the number significantly (though we need to consider API limits on Foursquare)
- The weighting of the factors can also change to suit a specific target market, example, putting more weight to Night Life and Recreation, thereby changing the results
- It would be good to also add more information, to enhance the dataset, for example crime in area, or public transport accessibility
- A further enhancement would be including house price as a factor